

ABSTRACT

A web based menu system that allows the users such as buyers and sellers to locate, purchase, and sell goods, items and services easily without any search queries. The knowledge base of the system increases with user interaction at variable levels. The database contains an
5 orderly classification of goods and services throughout. Point-and-click technology can be used to navigate through a series of menus. The system can also respond to voice activation and recognition commands. At the web site, the user first selects a category followed by a selection of makes, items, or services called a Sub-Category that relate to the category. The system responds by displaying a uniform series of menus referred to as a "Fluidity of Taxonomy". This
10 process repeats until the user reaches the finite end of the menu series. Next, the system completes the interaction based upon if the user is a buyer or a seller. For buyers, the database is accessed resulting in a list of ads based upon the user's accumulated menu selections. The user can filter and sort the presentation of ads based on various criteria and place requests for instant notification of subsequent new ad placements. Banner ads that are applicable to the buyers' area
15 of interest are also presented by the system. For sellers, an input form for ad placement is presented based upon the user's accumulated menu selections. Sellers can also grow the database based on their menu selections and form input. The system can be used for retrieving any orderly classification of information.